

Response - 2 Ads to D1 #1 and 1st " 193 appeared rather than the 2nd one.

VWEAR I 1994- EXPIRATION 7/31/94 (EDUCATION ON VWEAR II WILL BEGIN IN JUNE 1994)											
PREMIUM OFFERS BY MEDIA											
		DIRECT MAIL		MAGAZINES		BUYER	RETAIL		FSI		
	#	SUMS CLUB #1	SUMS CLUB #2	DOUBLE GATEFOLD	SPREAD	RESPONSE CARD	48,000 20 DEAL	15,000 20 DEAL			
ITEMS OFFERED	WECS	1/24/1994 Comp: 1/31/94	LATE APRIL	MARCH BOOKS	MARCH BOOKS	ONE PAGE	SHIPPER	CARTON DISPLAY	CARTON INSERT	FSI	
						APRIL BOOKS	FEBRUARY	FEBRUARY	2/7/94	3-PAGE AD	
Tattoo kit	20	yes	no	yes	yes		yes	yes	no	FEBRUARY	
Silver heart Lighter	40	yes	yes (600,388)	yes	yes		yes	yes	yes	yes	
Choker (18") with removable brooch	35	yes	no	yes	yes		yes	yes	no	yes	
T-shirt (commentary)	30	yes	no	yes	yes		yes	yes	no	yes	
Sunglasses (w/Case)	40	yes	yes (71,529)	yes	yes		yes	yes	no	yes	
Printed craps scarf	55	yes	no	yes	yes		yes	yes	no	no	
Wristwatch (Bracelet style)	240	yes	no	yes	yes		yes	yes	no	no	
Mini bag pouch	80	yes	no	yes	yes		yes	yes	no	yes	
White Pouch Closure (S/M, M/L)	80	yes	no	yes	yes		yes	yes	no	yes	
Long Vest (S/M, M/L)	100	yes	yes (602,633)	yes	yes		yes	yes	no	yes	
Large Bunch Pouch Bag	175	yes	no	yes	yes		yes	yes	no	no	
Leather Jacket (S, M, L)	400	yes	no	yes	yes		yes	yes	no	yes	
Notes											
Circulation		1,578,032	1,474,436	29,124,000	15,029,000	85,634,000	(48,000 Displays 20 Catalogs/Display) Take ones: 960,000	(15,000 Displays 20 Catalogs/Display) Take Ones: 300,000	5,000,000	36,547,000	TOTAL 75,023,467
Order Form Expiration		7/31/94	7/31/94	7/31/94		BPC BB: 7/31/1994	7/31/94	7/31/94	7/31/94	7/31/94	
P. O. Box		V. Sims: 24304 Competitive: 24082 V. Sims: 1,053,814 Competitive: 524,218	Lighter: 28030 Sunglasses: 2803 Vest: 28032 V. Sims: 1,085,504 Competitive: 378,931	See below by magazine	See below	BB: 7/31/94 0317-6358	BB for Catalog in each deal Volume estimate 0.5% catalog responses: 4,800	BB for Catalog in each deal Volume estimate 0.5% catalog responses: 1,800	Cat: 24080; Both: 24088 24077 BB for Catalog and/or Lighter Volume estimate 0.5% catalog responses: 25,000	24305	0.5% estimated BB 15,294 86,804
		V. Sims smokers: Smoker survey BPC returned to P.O. Box 8618 Refer a friend card returned to P.O. Box 8619	3 Variations - 1 item each Yes w/5 Bonus UPC Lighter w/5 Bonus UPC Sunglasses w/5 Bonus UPC		Call 800 # for catalog request 7,513	Estimate catalog resp to BPC: 0.05% 32,817	BB Cat mailed for this offer are returned to P. O. Box 24082 with 7/31/94 expiration	Take ones/ BB Cat mailed for this offer are returned to P. O. Box 24082 with 7/31/94 expiration	Take ones/ BB Cat mailed for this offer are returned to P. O. Box 24082 with 7/31/94 expiration	BB Cat mailed for this offer are returned to P. O. Box 24082 with 7/31/94 expiration	BB Cat mailed for this offer are returned to P. O. Box 24082 with 7/31/94 expiration
BB FROM PM CONS. AFFAIRS: 900											
total circulation		1,578,032	1,474,436	29,124,000	7,513	32,817	964,800	301,500	5,025,000	36,606,294	900 75,114,291
BB FROM ORDER (CUM VNR '93 RESP THRU 6/30/94) ==>											
45,089											
FINAL TOTAL											
75,159,359											
COMMENT:											
BB FROM orders, take 1, fsi, 800#, brc, pmca==>											
104,592											
Circulation:											
Essence: 1,000M **											
Redbook: 4,050M											
US: 1,780M											
Women's Day: 5,800M											
New Woman: 1,749M											
True Story: 1,000M											
McCall's: 5,475M											
Life: 2,319M											
Ebony: 1,800M											
TOTAL CIRC: 29,124M											
POB Numbers:											
Essence: 24082 **											
Redbook: 4,050M											
US: 1,780M											
Women's Day: 24082											
New Woman: 24084											
True Story: 24095											
McCall's: 24086											
Life: 24087											
People: 24088											
Cosmo: 24308											
**12/16 Items. Excludes: scarf, wristwatch, large suede bag											
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